Special stamp **Pipilotti Rist**

sensuous – sensory – sensational

Special stamps **Christmas**

Advent customs

Special stamps with surcharge **Pro Juventute 2014 – Family rituals**

Rituals that focus on the family

4/2014

Focus on stamps

The Collector's Magazine

SWISS POST

Yellow in motion.

SPECIAL OFFER
for all "Focus on stamps" readers

LEUCHTTURM pre-printed album
Switzerland 2010 – 2014 for beginners

[WITH SLIPCASE]

Every stamp from the years 2010 – 2014 is depicted, including all poster and postage stamps, Pro Juventute, Pro Patria and souvenir sheets. For the protection of your stamps, each field is provided with a protective pocket. This protective pocket is free of plasticisers and acids and has been providing a safe and secure mounting option for postage stamps for more than 50 years. The leaves are made of high-quality acid-free card. The ring binder in CLASSIC design including slipcase comes in royal blue and has a large capacity for up to 120 leaves to allow for new leaves in the coming years or for earlier years from 1843.

Cover design:
Country map in national colours, national coat of arms and national designation.

Rear design:
Coat of arms and national designation.

You can make follow-up orders for all years from 1843 – 2009.

Special offer:
CHF 89.00
(Art. No. 345 420-999)
Available: Beginning of December 2014

IDEAL CHRISTMAS GIFT!

HAND-MADE BINDING AND ATTRACTIVELY STITCHED SEAMS

YOU CAN TAKE OUT A SUBSCRIPTION FOR THE NEW ADDITIONS EX 2015

Order Form please send to:
Phone 0848 66 55 44 · Fax 058 667 62 68
Post CH Ltd – Post Offices & Sales – Retail Logistics – Ostermundigenstrasse 91 – 3030 Berne

I hereby order
❑ _____ Art. No. 345 420-999 **CHF 89.00**
❑ _____ Subscription to additional leaves from 2015

SWISS POST

Delivery only in Switzerland

Customer No.: ☐☐☐☐☐☐☐
Last Name/First Name: _____
Street/No.: _____
Postcode/City: _____
Date of Birth: ☐☐☐☐☐☐☐☐
Phone/Fax: _____
E-mail: _____

Method of payment (for new customers - please select **only one payment method**)
If you are already a customer, your usual method of payment will be applied

Switzerland ❑ with invoice
❑ debit to postal account ☐☐-☐☐☐☐☐☐-☐

Credit cards
❑ American Express ❑ VISA ❑ Diners Club ❑ Eurocard/MasterCard
Credit card No. ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐
Expiry date (month/year) ☐☐☐☐
Date/Signature: _____

Katherine Mansfield (1888–1923).
Photo: Wikipedia

Autumn Song by Katherine Mansfield

Now's the time when children's noses
All become as red as roses
And the colour of their faces
Makes me think of orchard places
Where the juicy apples grow,
And tomatoes in a row.

And to-day the hardened sinner
Never could be late for dinner,
But will jump up to the table
Just as soon as he is able,
Ask for three times hot roast mutton--
Oh! the shocking little glutton.

Come then, find your ball and racket,
Pop into your winter jacket,
With the lovely bear-skin lining.
While the sun is brightly shining,
Let us run and play together
And just love the autumn weather.

This poem is in the public domain. Source: yourdailypoem.com

Dear Reader

We are rounding out the philatelic year of 2014 with this poem by the British author Katherine Mansfield.
We would like to thank you for your loyalty and wish you and your loved ones a relaxing and harmonious Advent period, a peaceful and pleasant Christmas, and prosperity, success and the best of health for the coming year.

Kind regards

Carina Ammon
Head of Communication
Stamps & Philately

Title page: Seen through the magnifying glass: Macro-image of the Pro Juventute stamp "Turnip lanterns"

Pipilotti Rist, Mercy Garden Retour Skin, 2014. Audio Video Installation (Videostill). Courtesy the artist and Hauser & Wirth.

Of tongues, cribs and Emmental people. Impressions from the wide range of topics in this issue.

Contents

Knowledge and News 4
Issuing programme 2015 5
Christmas 6–9
Typical Swiss countryside – Emmental 10–11
Pipilotti Rist 12–13
Stamp Day 2014 Saignelégier 14–15
Pro Juventute 2014 – Family rituals 16–19
2014 year book of Swiss stamps 20–21
Bethlehem 2014 22
Year set / Year set of first-day covers 2014 23
140th anniversary of the Universal Post Union 24
Multilateral product / Wienacht-Tobel 25
Fred & Fun 26–29
Range of products 30–35

A thank you to our subscribers

Once again in 2014, Swiss Post would like to say thank you to all its stamp and postmark subscribers for their long-standing loyalty. This year's gift is dedicated to the "Record" miniature sheet, which we presented in the last issue of Focus on stamps (3/14 – issue date 4 September 2014).
Please note, however, that from this year onwards, the subscriber gift will be sent out with the fourth issue. This year, all philately subscribers will receive their gift with issue 4/14 in November, while stamp subscribers will receive theirs in January 2015. This gift is still not available in the shops.

Would you like to find out more about the different subscription options? If so, our Customer Service would be happy to help.
Tel.: +41 (0)848 66 55 44
E-mail: stamps@post.ch

We hope you continue to enjoy collecting our miniature works of art!

HELVETIA
Ein philatelistisches Dankeschön für Ihr Vertrauen und Ihre Treue.
Un grand merci philatélique pour votre confiance et votre fidélité.
Un grazie filatelico per la vostra fiducia e fedeltà.
A philatelic thank you for your trust and loyalty.
Schallplatte
Disque vinyle
Disco in vinile
Record

Your opinion is important to us! Praise strengthens and gives pleasure – and criticism helps us to grow: **focusstamps@swisspost.ch**

FSC www.fsc.org
MIX
Paper from responsible sources
FSC® C005019

A piece of Switzerland in the 2015 stamp year

A look back into the past, important anniversaries, buildings of historical significance, typical Swiss landscapes and surprising subjects – all reminiscent of bygone times – are just some of the themes of the coming year's stamp issues.

Historical battles, cantonal anniversaries, state organizations and agencies will all be celebrating centenaries in the coming year. We'll also be telling anew the story of traditional toys and Swiss car manufacturing, with fascinating additional information. A piece of Switzerland will also be on display in our neighbouring country at the next World's Fair in Milan from May to October 2015. Man's best friends – animals – will also feature in next year's programme, while arts and culture will have pride of place in the stamp issues.

You can look forward to enjoying a colourful piece of Switzerland next year as well.

May be supplemented or changed. For the latest issuing programme, go to swisspost.ch/stamps or order it by calling +41 (0) 848 66 55 44.

Day of issue: 5.3.2015
Presented in: Focus 1/2015 dated 23.1.2015

No.	Value	Description
4	**4.00**	**Special stamps 1500th anniversary of the Abbey of Saint-Maurice**
	1.00	Ruin
	1.00	Reliquary
	1.00	Church window
	1.00	Parchment and quill
4	**5.15**	**Special stamps Pets**
	0.85	Dog
	1.00	Cat
	1.40	Rabbit
	1.90	Hamster
3	**3.00**	**Special stamps Rhine Falls**
	1.00	Boat
	1.00	Rhine rocks
	1.00	Laufen Castle
1	**1.00**	**Special stamp** Centenary of the Swiss Federal Tax Administration (FTA)
1	**1.00**	**Special stamp** Centenary of the Swiss Federal Commission for Monument Preservation (FCMP)
1	**1.00**	**Special stamp** Expo Milano 2015
1	**2.00**	**Miniature sheet** Ammonite
2	**2.00**	**Special stamps Historical events**
	1.00	Morgarten 1315
	1.00	Marignano 1515
1	**2.00**	**Picture postcard with stamp** 2000th anniversary of Avenches

Day of issue: 7.5.2015
Presented in: Focus 2/2015 dated 27.3.2015

No.	Value	Description
3	**3.00**	**Special stamps Bicentenary of Geneva, Neuchâtel and Valais joining the Swiss Confederation**
	1.00	Geneva
	1.00	Neuchâtel
	1.00	Valais
1	**1.00**	**Special stamp** 75th anniversary of Swiss Sponsorship for Mountain Communities
1	**1.00**	**Special stamp** Art series – Venice Biennale
4	**5.50**	**Special stamps with surcharge Pro Patria – Village museums**
	0.85+0.40	Value 1
	0.85+0.40	Value 2
	1.00+0.50	Value 3
	1.00+0.50	Value 4
2	**2.00**	**Special stamps Europa Old toys**
	1.00	Tricycle
	1.00	Rocking duck
1	**2.00**	**Picture postcard with stamp** 150th anniversary of the International Telecommunication Union in Geneva (ITU)

Day of issue: 3.9.2015
Presented in: Focus 3/2015 dated 24.7.2015

No.	Value	Description
4	**5.15**	**Special stamps Swiss cars**
	0.85	Value 1
	1.00	Value 2
	1.40	Value 3
	1.90	Value 4
4	**9.15**	**Maximum cards Swiss cars**
	1.85	Value 1
	2.00	Value 2
	2.40	Value 3
	2.90	Value 4
1	**1.00**	**Special stamp** 125th anniversary of the Union of Swiss Philatelists' Societies (USPS)
1	**2.00**	**Picture postcard with stamp** 125th anniversary of the Union of Swiss Philatelists' Societies (USPS)
2	**2.40**	**Special stamps Joint issue Switzerland – Åland**
	1.00	Value 1
	1.40	Value 2
4	**3.70**	**Neutral stamps**
	0.85	Value 1
	0.85	Value 2
	1.00	Value 3
	1.00	Value 4
2	**2.00**	**Special stamps Marsupilami**
	1.00	Value 1
	1.00	Value 2
2	**4.00**	**Picture postcards with stamps Marsupilami**
	2.00	Value 1
	2.00	Value 2
1	**1.00**	**Special stamp** 175th anniversary of the stamp

Day of issue: 12.11.2015
Presented in: Focus 4/2015 dated 2.10.2015

No.	Value	Description
1	**1.00**	**Special stamp** Celebrity stamp: Divertimento
4	**5.15**	**Special stamps Christmas**
	0.85	Value 1
	1.00	Value 2
	1.40	Value 3
	1.90	Value 4
3	**4.25**	**Special stamps with surcharge Pro Juventute**
	0.85+0.40	Value 1
	1.00+0.50	Value 2
	1.00+0.50	Value 3
1	**1.50**	**Miniature sheet with surcharge** Stamp Day 2015 Bulle
1	**2.50**	**Picture postcard with stamp** Stamp Day 2015 Bulle

We reserve the right to make changes.
As at: October 2014

This year's Christmas stamp series unleashes a true blaze of colour. Graphic artist Dominique Rossier from Puidoux, above Vevey, designed the stamp in which the joy of the holidays sparkles like the reflection of candles on Christmas tree ornaments. Swiss Post wishes you a festive season and a Happy New Year.

Christmas Sparkling

"Because there was no room at the inn"

The gospel according to Luke describes in concise words how Mary gave birth to her son in a stable, wrapped him in a cloth and placed him on some straw in a manger. Frescoes depicting this scene were created as far back as the third century A.D. According to the legend, one of the first representations of the nativity scene with real figures is the portrayal by Saint Francis of Assisi in 1223 in Greccio, in the province of Rieti near Rome. He depicted the birth of Jesus with people and animals in the forest chapel, celebrated mass at midnight and thus became the real "inventor" of the nativity scene. His representation of the newborn baby Jesus in the manger between the ox and donkey went down in the annals of Christianity and has remained basically until today. Over the centuries, Mary and Joseph were joined by other figures such as the shepherds mentioned in the gospel according to Luke and animals. In the Baroque period, convent and monastery churches in particular began to set up entire nativity landscapes, integrating additional scenes from the life of Jesus. A number of cultures subsequently incorporated their own original elements. And today we still sing: "Away in a manger, no crib for a bed. The little lord Jesus laid down his sweet head …"

“Oh yes, Santa Claus does exist”

The friendly, smiling figure, with his white bushy beard and red, fur-adorned coat, has been around since 1863 when American cartoonist Thomas Nast created him in this form for posterity. The existence of this rotund children’s friend was then definitively confirmed just over 100 years ago when newspapers reported that he actually existed – and of course, if it says so in the newspaper then it must be true. Back at the time, eight-year-old Virginia wrote to the editor that several of her friends had claimed that Santa Claus didn’t exist. The editor then sat down and replied: “Your friends are wrong. They have been infected with the scepticism of a sceptical era. They only believe what they see: they believe that anything they can’t grasp with their small minds cannot exist. Yes, Virginia, Santa Claus does exist. He exists as certainly as love and generosity and devotion exist. And you know that all these things exist, which is why our life can be so beautiful and merry. How dark the world would be if there were no Santa Claus! It would be as dark as if there were no Virginia. Is that really true, you may ask. Virginia, nothing in the world is more true or more lasting. Santa Claus lives, and he will live forever. Even in ten thousand years he will be there, making children like you and all open hearts happy. Merry Christmas! Hohoho!”

“When will Christmas finally come?”

Children are understandably impatient. In German-speaking countries, a wreath made of fir branches and four chunky candles traditionally signals the countdown in almost every home. But this wasn’t always the case. In 1839, for example, people used 19 thin red candles plus four thick white ones – the red candles for the weekdays, and the white ones for the Sundays in the Advent period. This was the very first Advent wreath in the world. It hung from the ceiling in an orphanage in Hamburg. The manager of the orphanage, Johann Hinrich Wichern, had made it himself from a large old wagon wheel. It also served to teach the children how to count. The idea had an intriguing aspect: each year there was a different number of candles. In contrast to the classic Advent calendar with its 24 days of December, the Advent wreath counts the days from the first of Advent until Christmas Eve. So there are at least 22 days (if Christmas Eve falls on the fourth Sunday in Advent) and a maximum of 28 days (if Christmas Eve is on the Saturday after the fourth Advent Sunday). Johann Hinrich Wichern’s invention proved popular, and more and more Advent wreaths were used over the course of the years to decorate first churches and then private homes. But who has room for a wagon wheel with a diameter of two metres? People therefore started to pare the wreaths down to four candles for the Advent Sundays. But they still create a Christmassy atmosphere.

“The aroma of cinnamon tells you it’s Christmas”

In addition to tasting good, Christmas cookies also evoke memories and emotions. Cinnamon stars, Brunsli, Mailänderli and Chräberli are the classic Swiss cookies. Recipes are handed down from one generation to the next. The history of cinnamon stars, for example, dates back to the 16th century, when cinnamon was an expensive commodity. And one of the oldest Brunsli recipes is from the year 1750. Of course, the art of baking has undergone some changes since then. But the basics of the recipes have remained the same. And for most of us, Christmas without the traditional cookies simply wouldn’t be Christmas. But their roots do not really have anything to do with Christianity. The custom of baking during the shortest days of the year goes back thousands of years when people mixed the ground grains of cereals with the honey of wild bees and baked the dough on hot stones. The cakes were eaten to mark the winter solstice or hung in the wind as a sacrifice. People often threw them into a river or a fire to pacify evil spirits and demons. How fortunate that in our open-minded times we are allowed to taste these wonderful Christmas delicacies ourselves! Preferably in the gentle light of the decorated Christmas tree …

His Matschers Voice

Practical and proven: an even faster way to send off your Christmas post. The stamps can be detached from the front.

Special stamps **Christmas**

Sales
Philately: from 6.11.2014 to 31.12.2015, while stocks last
Post offices: from 13.11.2014, while stocks last

Validity
Unlimited from 13.11.2014

Printing
Offset, 4-colour Cartor Security Printing La Loupe, France

Sizes
Stamps: 33×28 mm
Sheetlets: 195×140 mm (4 rows of 5 stamps)

Paper
White stamp paper with optical brightener, self-adhesive, 220 gm²

Perforation
13¼:13½

Design
Dominique Rossier, Puidoux (VD)

First-day cover motif

First-day cancellation

Symbols of Christmas for your wishes

The **appropriate Christmas cards** for two special stamps

Card set “Santa Claus” (incl. four CHF 1.00 stamps) for CHF 9.80

Card set “Crib” (incl. four CHF 0.85 stamps) for CHF 9.20

Why not send extra-stylish Christmas greetings again this year and order your Christmas stamps together with the exclusive card sets.
The new stamps and Christmas cards by Dominique Rossier, a designer from the Canton of Vaud, convey a Christmassy mood, enhance your holiday post and bring the joy of anticipation to the recipients’ faces.
The two card sets – bearing either the “Crib” or the “Santa Claus” motif – comprise four A6 folded cards, four white C6 covers and four matching stamps.

Miniature sheet **Typical Swiss countryside – Emmental**

How **green** was my

The German poet Jeremias Gotthelf described the Emmental as follows:

"Its horizon is narrowly defined by wooded hills at whose feet countless valleys lie, irrigated by rushing streams which carry their debris in quiet murmurs until they find the Emme's womb."

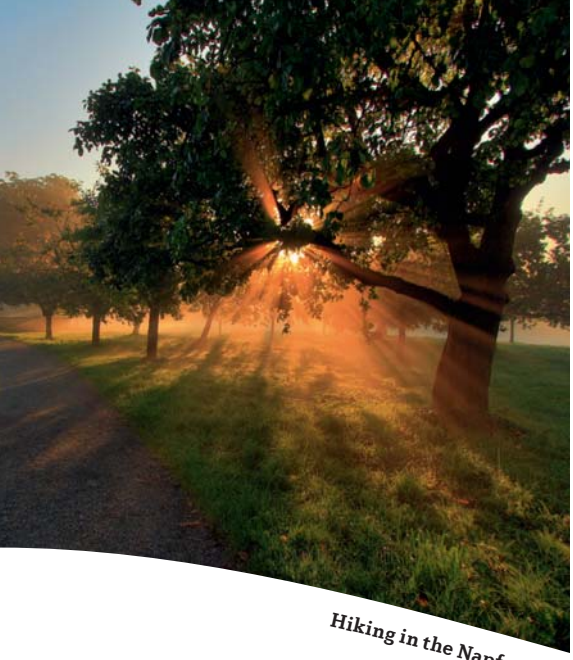
And about its inhabitants he wrote:

"A native of the Emmental is like the surrounding countryside. His range of vision may not be broad in scope but he observes his neighbour carefully and closely; he is not quick to grasp new concepts … but what he has grasped he adheres to with admirable tenacity. He doesn't talk much or make much noise; but when he does apply his hand to something, he holds on to it firmly until everything is in the proper order. And if he does let go, others should be mindful!"

Not only are the inhabitants unique, but the Emmental valley itself is one-of-a-kind: gentle rolling hills (known as "Höger"), romantic valleys and between them, here and there, magnificent old farmhouses with their typical Stöckli (a sort of annex), beautifully decorated with geraniums and surrounded by gardens full of colourful plants. The peaceful idyll familiar to Swiss people from the celebrated "Heimatfilme" (well-known films with a regional background set in this unique area). But anyone who thinks that things are always peaceful in the Emmental has probably never been to an ice hockey match. Or to "Jaköbu" in Zollbrück. While the men gather in front of the entrance, eat sausages and smoke cigars, inside is where the action is. Children chatter and shout, the women navigate their shopping trolleys skilfully through the aisles, and in view of all the hustle and bustle, one might think that the last piece of Emmental cheese in the world is up for grabs. Almost like in the olden days on the "Glungge" farm.

And speaking of Emmental: the rustic international star that gained global renown with its unmistakable nutty flavour and large holes and was echoed by the outfits of the Swiss Alpine ski team, is still produced in many village dairies every day. One such example is the dairy in Affoltern, where visitors can watch genuine Emmental cheese being made.

In addition to the dairies, a drive through the Emmental is a good opportunity to admire various wooden



Hiking in the Napf region, Würzbrunnen church near Röthenbach, playing the alphorn in Eggiwil. Photos: Emmental Tourism

valley

bridges. One of these works of art is the Hasle bridge near Burgdorf, built in 1839. 60 metres wide, it has the largest span of any historic wooden bridge in Europe. And what is more fitting for this picture-perfect landscape than to have its own stamp? All this philosophizing about the inhabitants of Emmental, the cheese, the scenery and the architecture, is bound to give you wanderlust.

Natascha Baumann

Miniature sheet **Typical Swiss landscape – Emmental**

Sales
Philately: from 6.11.2014 to 31.12.2015, while stocks last
Post offices: not available

Validity
Unlimited from 13.11.2014

Printing
Offset printing, 4-colour, Gutenberg AG, Schaan, Liechtenstein

Format
Stamps: 40×50 mm
Miniature sheet: 105×70 mm

Paper
White stamp paper, with optical brightener, matt gummed, 110 gm²

Perforation
11¾:11¾

Photograph
Daniel Fuchs, Langnau im Emmental

First-day cover motif

First-day cancellation

Mercy Garden Retour Skin, 2014. Audio Video Installation (Videostill). Courtesy the artist and Hauser & Wirth.
Thanks to: T. Rhyner, T. Voser, K. Seinsoth, M. Stollenwerk.

A question of taste!

Our five senses are wonderful gifts of nature. Being able to use them to the full, and thus to enjoy life to the utmost, is a true privilege. One of these senses is the focus of this year's celebrity stamp, designed by Pipilotti Rist: the sense of taste and thus the tongue. Let us link this with the world of postage stamps: over half of all Swiss stamps are gummed and have to be licked – unless one has a damp sponge to hand – in order to frank a letter and send it on its journey. But not all stamps taste the same. Here's one to savour. You're sure to find it tasty …

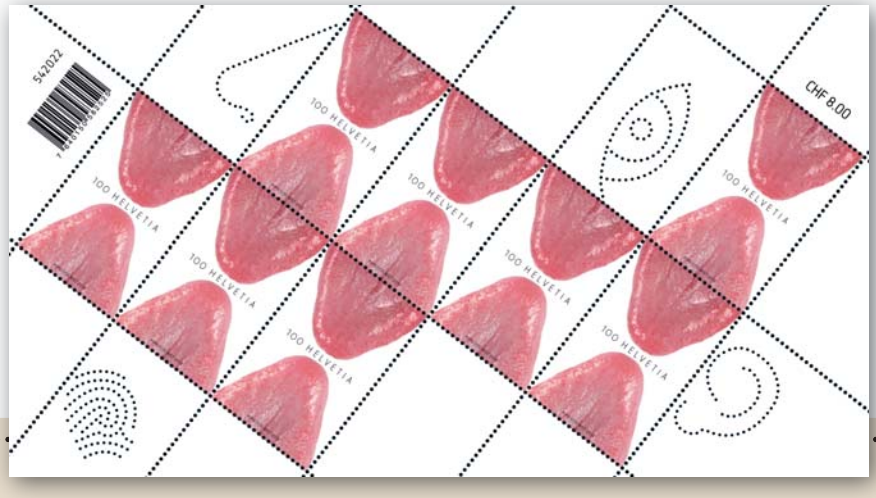
Coming to one's senses

It was around 1970 when my mother lovingly pushed a spoon – engraved with my name – into my hungry mouth. The mass, which was neither liquid nor solid, touched the tastebuds of my little tongue, triggering an unprecedented reaction. Uuuuugh! I didn't like the stodgy mixture at all. Horrible! I rumpled my nose – it smelled awful as well – and screwed up my eyes (it didn't bear looking at) and patted the bizarre mass with both little hands. Waaaaah! That felt really strange. Then I held both mush-covered hands to my ears to drown out the plea "one for mummy, one for daddy" …

My goodness – in just milliseconds there was plenty of action!

Only the gods know whether my aversion to sweet things was born in this moment. My synapses must have reached their limit, driven by my feeling of revulsion and indelible information that was burned into my brain: Semolina pudding with cinnamon – no, that won't do at all!

The sense of taste develops in the sixth month of pregnancy. A foetus can tell how the flavours of the amniotic fluid change over the course of a day. Little children then put everything they find into their mouths. Sometimes much to the worry of their parents. But let's be honest: a mouthful of sand, a worm or a beetle has never killed anyone. And if it



Special stamp **Pipilotti Rist**

Sales
Philately: from 6.11.2014 to 31.12.2015, while stocks last
Post offices: from 13.11.2014, while stocks last

Validity
Unlimited from 13.11.2014

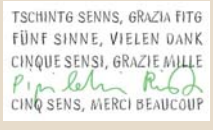
Printing
Offset, 4-colour Cartor Security Printing
La Loupe, France

Sizes
Stamps: 30×48 mm
Sheetlet: 214×119 mm (8 stamps)

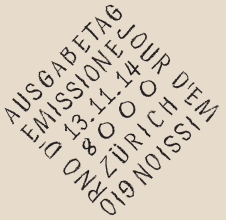
Paper
White stamp paper, with optical brightener, matt gummed, 110 gm²

Perforation
12½:12¾

Design
Pipilotti Rist, Zurich



First-day cover motif



First-day cancellation

doesn't taste good, the experience won't be repeated. People thus develop preferences for food and drink during their lives. Some like red wine, others don't like vegetables, and yet others live for sweet things.
We won't go into who really has taste here …

Carina Ammon

Photo: Martin Stollenwerk

Making-of: Martin Stollenwerk in the macro dimension.

Pipilotti Rist, born in 1962, lives and works in Zurich and in Somerset in south-west England. She studied at the University of Applied Arts in Vienna and at the School of Design in Basel. She has taken part in numerous solo and group exhibitions in Switzerland and abroad since the mid-1980s. Today, she is one of the world's foremost video artists. In 1997 she received the Premio 2000 at the Venice Biennale for her audio-video diptychon "Ever is Over All" (1997). In 2005 she represented Switzerland at the 51st Biennale in Venice with "Homo Sapiens Sapiens" at the church of San Stae. Important current solo exhibitions include "À la belle étoile", Centre Pompidou, Paris (2007); "Gravity Be My Friend", Magasin 3 Stockholm Konsthall (2007); "Pour Your Body Out (7354 Cubic Meters)", MoMA, New York (2008–2009); "Elixir: the Video Organism of Pipilotti Rist", Museum Boijmans Van Beuningen, Rotterdam (2009); "Eyeball Massage", Hayward Gallery, London (2011); "Blutbetriebene Kameras und quellende Räume", Kunstmuseum St. Gallen (2012); "Gentle Wave In Your Eye Fluid" Times Museum, Guangzhou, China (2013). Pipilotti Rist's newest audio-video installation "Mercy Garden Retour Skin" could be seen at the Biennale of Sydney until 9 June 2014. Solo exhibitions will be staged in November 2014 at Hauser &Wirth in London and Somerset.

Stamp Day 2014 is taking place in the wilds of north-western Switzerland. To be precise in Saignelégier, the capital of the Franches Montagnes region in the canton of Jura.

Over **hill** and **down dale**

The district of Franches Montagnes does not take its name from the wide open meadows. Or from the feeling of freedom from riding one of the eponymous horses. Instead, the origin of the name Franches Montagnes lies – and who would have thought it – in the economy. The district, situated at an average altitude of 1,000 metres above sea level, was known as the "Forest Mountain" prior to 1380, as it was covered by dense forests inhabited by wolves and bears. The harsh climate and wild animals meant that this was not exactly a preferred place to live. To promote settlement, however, Prince-Bishop Imer von Ramstein declared the district to be tax-exempt. In the meantime, the Franches Montagnes district is just as much subject to taxation as the rest of the Canton of Jura, and the wild animals have largely disappeared. Saignelégier has grown steadily and now numbers over 2,500 inhabitants.

Horses for courses

Franches Montagnes is well known not only for its magnificent countryside but also for the characteristic horses, which are a hallmark of the region. The "Marché-Concours national des chevaux" has been held in Saignelégier since 1897. What originally started as a simple horse and cattle exhibition has developed into an internationally famous bonanza with races for horses and carriages and which attracts around 30,000 spectators each year.

And the explanation for the connection between Franches Montagnes and stamps is simple: no horses, no post! The horses were used for decades to pull the mail coaches. It is therefore fitting that Stamp Day be held in Switzerland's unofficial equestrian capital.

But whatever the reason, Stamp Day in Saignelégier will certainly be a special occasion. Collectors and philately fans can look forward to an impressive event.

Natascha Baumann

Miniature sheet **Stamp Day 2014 Saignelégier**

Sales
Philately: from 6.11.2014 to 31.12.2015, while stocks last
Saignelégier post office: from 13.11.2014

Validity
Unlimited from 13.11.2014

Printing
Offset printing, 4-colour, Gutenberg AG, Schaan, Liechtenstein

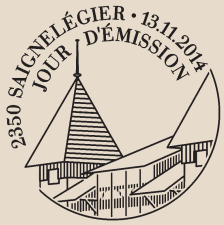
Format
Stamps: 57×32 mm
Miniature sheet: 105×70 mm

Paper
White stamp paper, with optical brightener, matt gummed, 110 gm²

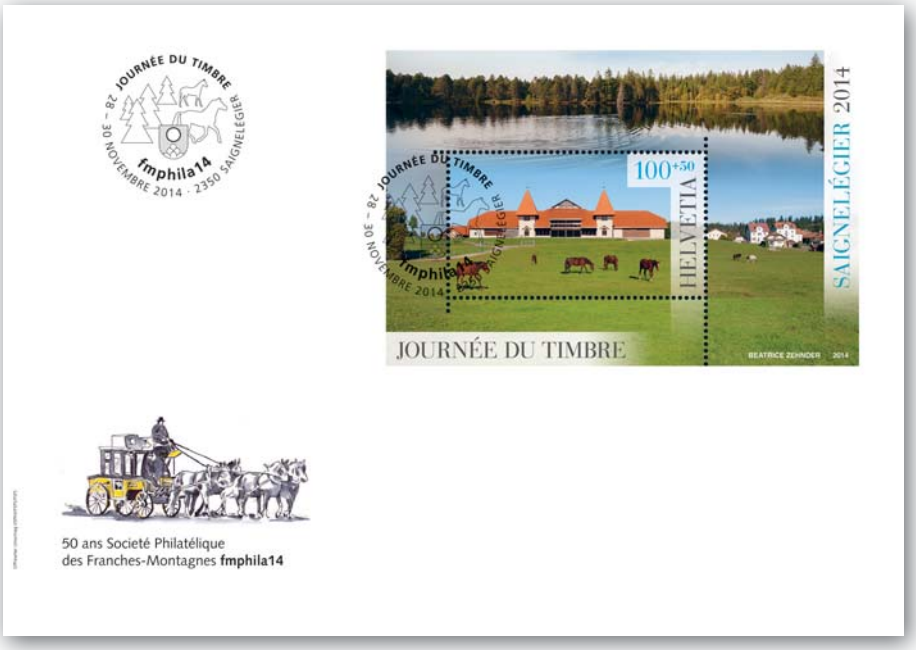
Perforation
13¾:13½

Photograph
Beatrice Zehnder, Zurich

First-day cover motif



First-day cancellation



The association cover will cost CHF 4.00 as of this year. This is because a surcharge of CHF 0.50 will be levied for the Foundation for the Promotion of Philately.

CHF 4.–

Special envelope

Sales
Philately: from 6.11.2014 to 31.12.2015, while stocks last
Post offices: Not available

Printing
Offset printing

Special cancellation
During the exhibition Swiss Post will set up a special post office, which will use the special cancellation illustrated here.

Individual envelopes should be sent to the following address by no later than 28 November 2014: Post CH Ltd, Post Offices and Sales Cancellation Service, Ostermundigenstrasse 91 3030 Berne

Special cancellation

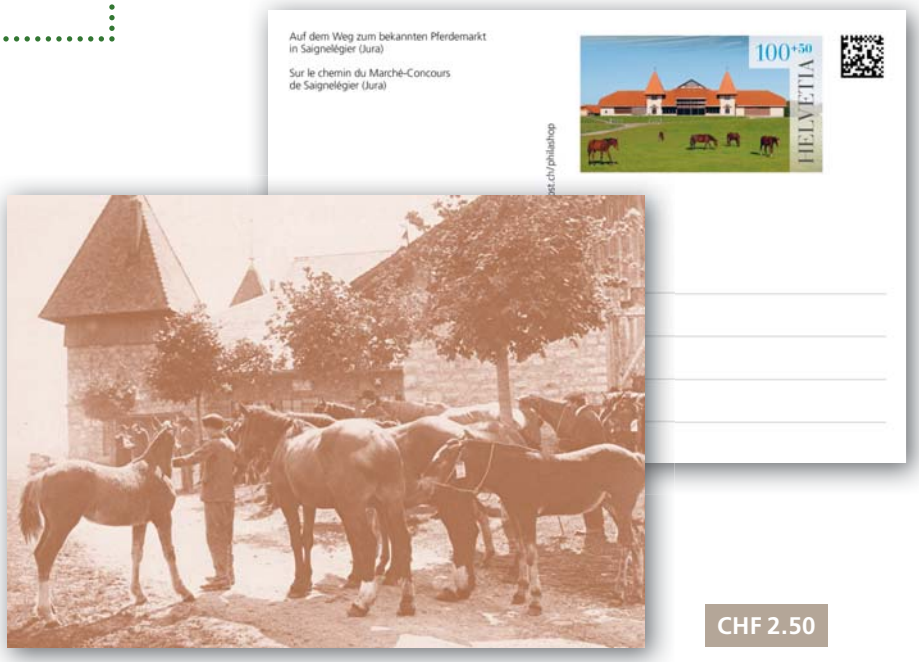
fmPhila14 exhibition level III

Venue: Halle du marché concours in Saignelégier.

Opening times

Friday, 28.11	10 a.m. – 6 p.m.
Saturday, 29.11	10 a.m. – 4 p.m.
Sunday, 30.11	10 a.m. – 4 p.m.

More information at **www.fmphila14.ch**


Auf dem Weg zum bekannten Pferdemarkt in Saignelégier (Jura)
Sur le chemin du Marché-Concours de Saignelégier (Jura)
100+50
HELVETIA

Picture postcard

Sales
Philately: from 6.11.2014 to 31.12.2015, while stocks last
Post offices: Not available

Validity
Unlimited from 13.11.2014

Printing
Offset printing

Sizes
Card: 148×105 mm
Stamps: 57×32 mm

Paper
Offset board white, 235 gm²

CHF 2.50

The picture postcard "On the way to the famous horse market in Saignelégier (Jura)", format A6 by H. Stauder from Zofingen, Canton of Aargau. The market place is the village's hallmark. The symbolism is carried through to the first-day cover depicting an iron ring to which the horses are tied.

A Christmas gest

They have long been a valued tradition, provide support for children and young people and give pleasure to givers and recipients alike every year: the stamps of Pro Juventute. The Basel cartoonist and comic illustrator Nicolas d'Aujourd'hui designed the two-year series. Delicately drawn pictorial memories of childhood that evoke a smile.

Wandering lights on a dark night

The tradition of the artistically carved turnips and beets that are lit from inside ("Räben" and "Runkeln") is borrowed from the old Celtic custom of keeping or driving away evil spirits on dark late-autumn nights and especially during the winter solstice. The roots of the turnip lantern processions, now held on St Martin's Day in mid-November in various Swiss municipalities, are said to lie in Richterswil on Lake Zurich where in 1850 the farmers' wives used turnip lanterns to light their way through the darkness from Richterswilerberg to the autumn thanksgiving service in the village church. Apparently, a teacher had the idea of organizing a lantern procession for the village schoolchildren in 1884. Today, the custom has become a popular festival that is celebrated not only beyond the region but throughout the country.

P.S.: Thanks to the additional donation made when these stamps are purchased you can also light up a child's heart. Thank you.

The infinite magic of words

The children are sitting quietly, listening – all you hear is someone clearing their throat once in a while. The reader's voice fills the room, creates new spaces and carries the listeners off into other worlds. The cat dons his boots. A handsome prince on a white steed rides through the gate. The table is suddenly laid. The wrong sister dances until her feet are sore in shoes that are too small. "Seven at one blow" cries the valiant little tailor … elves, goblins, dwarves, animals that talk, red Zora, the noble knight: they all become reality. How happy were the children who had such stories read to them. This is an appeal to uphold the tradition of story-telling, despite modern-day media. Get into the habit of reading books more. Sheherazade set a good example, keeping up the tension for 1001 nights.

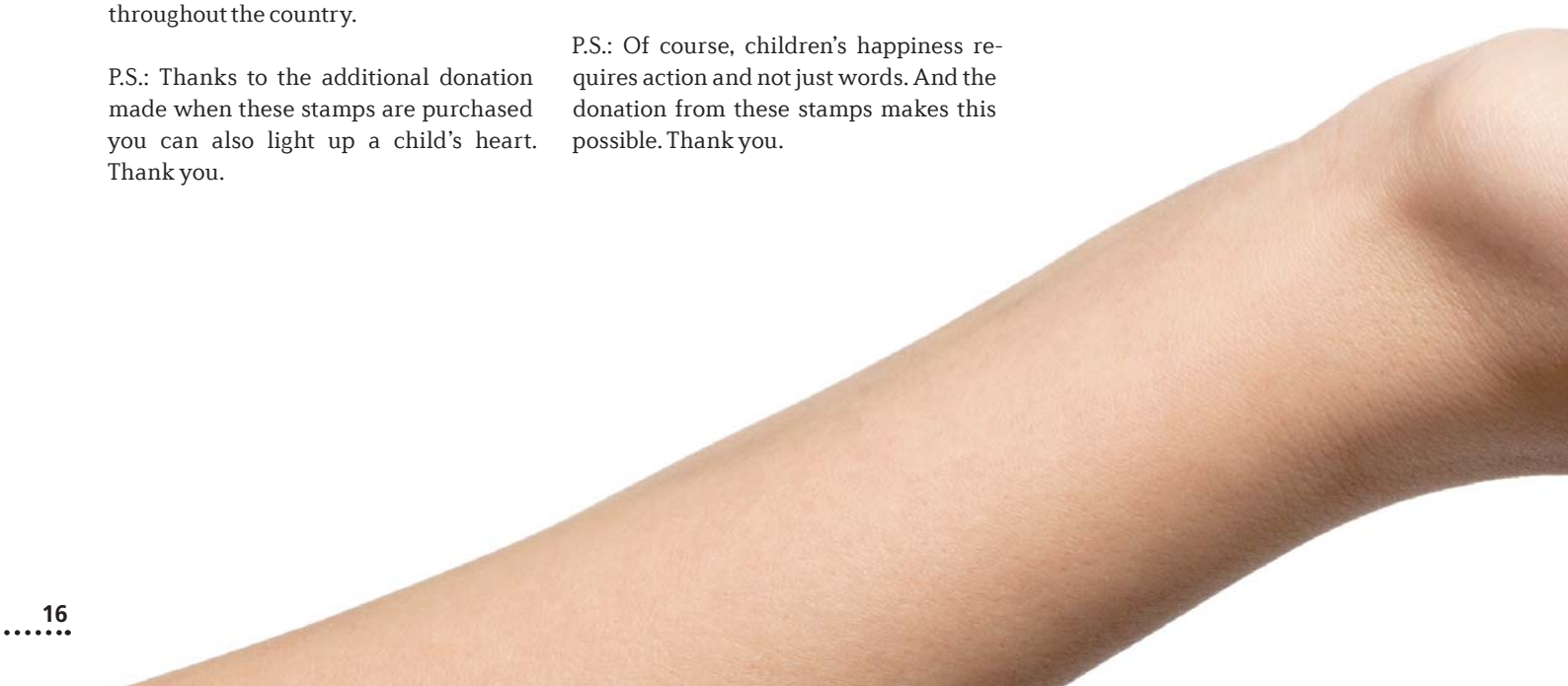
P.S.: Of course, children's happiness requires action and not just words. And the donation from these stamps makes this possible. Thank you.

The sweetest Christmas ever

Did the original recipe for "Mailänderli" really come from Milan? How did "Chräberli" come by their foot shape? Do the stars that fall from the sky really taste of cinnamon, and why are the biscuits known as "Spitzbuben" always masculine rascals and never female? For children, all these secrets remain as closely guarded as the biscuit tins until the Christmas celebrations. And yet, in a happy childhood, the days of Advent prior to 24th December are so unforgettably fulfilling! For instance when mother carefully weighs a variety of ingredients, in the children's presence, puts them in a bowl, maybe adds some eggs and kneads them all skilfully and firmly into a dough. To the sorrow of the little assistants, this dough then usually has to rest for a certain amount of time. Only then can the kitchen table be strewn with flour or sugar and the dough rolled out. But then the fun starts! Get out all the cookie cutters! Bring on the stars, crescents, fir trees and angels! Children's bliss is guaranteed.

P.S.: Every purchase of stamps in this series will make a child's life a little bit sweeter. Thank you.

His Matschers Voice



ure

HELVETIA 100+50 PRO JUVENTUTE
NICOLAS D'AUJOURD'HUI
2014

HELVETIA 85+40 PRO JUVENTUTE
NICOLAS D'AUJOURD'HUI
2014

HELVETIA 100+50 PRO JUVENTUTE
NICOLAS D'AUJOURD'HUI
2014

Pro Juventute stamps in **a new, handy format**

We take your needs and suggestions seriously and have acted on them. The sheet of 20 stamps has been discontinued and replaced with the popular business sheet of ten stamps. In this way we can guarantee that the perforations of the stamp booklet, business sheet and set are exactly the same. The attractiveness of the ten-stamp sheet is also enhanced by the design of the sheet's edge. The stamps can be detached easily from the backing with all products.

85+40
Pro Juventute
Familienrituale • Rituels familiaux
Rituali familiari
10 x CHF 0.85 (+ 0.40) = CHF 12.50
Räbeliechtliumzug • Cortège de lanternes-raves
Processione delle lanterne di rapa
www.postshop.ch
+41 (0) 848 66 55 44
DIE POST LA POSTE LA POSTA

CHF 12.50

CHF 15.–

CHF 15.–

Stamp booklet with twelve stamps **to keep customs alive**

The credit card-sized stamp booklet fits neatly into a wallet. You'll always have the right stamp when on the move. The stamp booklet (CHF 17.50) contains eight A Mail and four B Mail stamps. All products are available at all post offices or can be ordered online at postshop.ch

Special stamps with surcharge **Pro Juventute 2014 – Family rituals**

Sales
Philately: from 6.11.2014 to 30.6.2015, while stocks last
Post offices: from 13.11.2014 until 31.1.2015, while stocks last

Validity
Unlimited from 13.11.2014

Printing
Offset printing, 4-colour; Joh. Enschedé, Haarlem, Netherlands

Paper
White stamp paper with optical brightener, self-adhesive, on backing paper 220 gm²

Sizes
Stamps: 33×28 mm
Sheetlet: 83×198 mm, 5 rows of 2 stamps
Stamp booklet: 254×62 mm (open), 62×86 mm (folded)

Perforation
4-page serpentine cut

Design
Nicolas d'Aujourd'hui, Basel

First-day cover motif

First-day cancellation

A different kind of read
in a new design

Less text – more pictures. This was the idea behind the partial redesign of the year book. We have added a table of contents to help you find your favourite articles. What remains the same: the 2014 year book of Swiss stamps will take you on an interesting and colourful journey through the past philatelic year.

Nature, technology and culture feature in a big way but in a miniature format. Cute wild animals, the Pilatus railway, iconic village museums, rustic instruments and special athletes were just as much the focus of the stamps as the Far East and three Swiss cities.

And this year we have a special treat for you! The exclusive black print shows the three contiguous special stamps commemorating the Swiss National Park. The black print is available only in the year book.

The 2014 year book of Swiss stamps is an interesting and lavishly illustrated reference work with a wealth of colourful and fascinating information for both children and adults.

Natascha Baumann

CHF 66.–

Also available on standing order!
Telephone +41 (0)848 66 55 44

A gift with a difference

The year book of Swiss stamps is not a run-of-the-mill present but something very special. This reference work not only makes the ideal Christmas gift but is also a great present for important anniversaries and birthdays. It is also an original gift for new parents who may wish to document the year of their child's birth with a unique collection.

Available in the year book only!

The year book contains all 49 original stamps and first-day cancellations, plus an exclusive black print of the three contiguous Swiss National Park special stamps.

The year book of Swiss stamps 2014

Sales
Philately: from 6.11.2014 to 31.12.2017, while stocks last
Larger post offices: from 13.11.2014 while stocks last

Price
CHF 66.00
Available as mint or cancelled

Printing
Offset printing, multi-coloured

Size
107 pages

Contents
49 stamps, all first-day cancellations and the exclusive black print
Text in four languages (German, French, Italian, English)

Concept/graphics/cover
Martine Dietrich-Chatagny, Post CH Ltd, Berne

Product Manager
Isabel Lo Verso, Post CH Ltd, Berne

A silhouette on the "Bethlehem" Christmas card

Card: CHF 0.90

Cover: CHF 1.90

The "Shepherds" motif is the first in a three-year stamp set featuring subjects from the Biblical Christmas story. The cover is franked with the CHF 1 stamp from the current Christmas set.

Silhouette art originated in northern China in the 13th century, where it was used to decorate windows, which were then still made of paper. The first silhouette work to be documented in Europe dates from the 17th century. Ursula Regez has not been working for that long, but took up the craft of silhouette cut-outs in the 1970s.

A native of the Appenzell region, she had always been enthusiastic about peasant (or "naive") art. Over the years, in addition to learning to do silhouettes she also acquired painting skills. The combination of soft background painting and detailed, filigree silhouettes developed into her personal style. The motif entitled "Shepherds" is the first in a three-part set.

His Matschers Voice

Special post office: Bethlehem

Date: 11 to 17 December 2014

Place: Special post office Bethlehem, "im Tscharni", Café und Quartierzentrum, Waldmannstrasse 17, 3027 Berne

Directions: Tram no. 8 to Tscharnergut

Opening times:

Thursday, 11 December	**1** to 5 p.m.
Friday, 12 December	9 a.m. to 12 p.m. / 1 to 5 p.m.
Saturday, 13 December	**Closed**
Sunday, 14 December	**Closed**
Monday, 15 December	9 a.m. to 12 p.m. / 1 to 5 p.m.
Tuesday, 16 December	9 a.m. to 12 p.m. / 1 to 5 p.m.
Wednesday, 17 December	9 a.m. to 12 p.m. / 1 to **5 p.m.**

A letterbox will also be on display from 11 December (1 p.m.) until 17 December (5 p.m.).

Letters mailed and franked with valid cancellations will be cancelled (no valuable contents – please use the correct franking amount, applies to registered items too). These should be sent in a cancelled envelope by no later than **10 December 2014 to the following address:** Post CH Ltd "Bethlehem", Post Offices and Sales, Retail Logistics, Ostermundigenstrasse 91, 3030 Berne.

Please include a franked self-addressed envelope so that the article for cancellation can be returned to you. Thank you.

Christmas card and special cover with special **Bethlehem 2014** cancellation

Sales
Philately: from 6.11.2014 to 30.6.2015, while stocks last
Post offices: Not available

Printing
Offset printing

Sizes
Special cover: C6 (162×114 mm)
Card: A6, four pages (148×105 mm), printed greetings in four languages

Important note
Customers with a standing order for special Swiss Post cancellations will automatically receive the special cancellation/covershown here in the usual quantities.

Design
Ursula Regez, Latterbach (BE)

Special date cancellation

The complete collection: **all stamps and first-day covers 2014**

CHF 58.45

Year set: all stamps and miniature sheets from 2014 at a glance

With the 2014 year set you won't miss a single Swiss philatelic work of art from this year, which will end soon. Post CH Ltd issued 49 stamps this year. Inserted in four free backing cards, these articles can be ordered together, making it easy for you to add to your collection. The price of the year set – either mint or cancelled – is based on the face values and surcharges of the individual stamps. The year set is also available as a standing order and makes a great gift.

Also available on standing order!
Tel.: +41 (0)848 66 55 44

CHF 80.25

2014 year set with all first-day covers in the set, the miniature sheet or the relevant single stamp

26 first-day covers (FDCs) – including the single stamps, sets and miniature sheets – were issued this year by Post CH Ltd. You can now order this combination. The year set with the first-day covers (FDCs) can be purchased as a standing order.

Picture postcard for the 140th anniversary of the Universal Postal Union

The UPU monument in Berne.
Photo: zvg

The Universal Postal Union will celebrate its 140th anniversary on 9 October 2014. This UN organization with 192 member states governs international postal traffic.

Swiss Post issued a picture postcard to mark the occasion. It shows Berne's old town in its glorious Alpine setting.
The Universal Postal Union was founded in Berne in 1874 at the first Universal Postal Congress, attended by representatives from 22 countries. The International Bureau, head office and secretariat of the UPU employs around 250 people from around 50 different countries. Several hundred representatives meet twice a year in Berne to attend the meetings of the UPU.

The postcard was designed by the Bernese graphic artist Daniel Dreier and is dedicated to the 140th anniversary of the organization featuring the topic of innovation. Since its inception, the UPU has worked to develop modern communication tools. "The establishment of the UPU at the end of the 19th century was shaped by the topic of innovation", explains Bishar A. Hussein, Director General of the UPU. "The postal system has since made a major contribution to globalization, which is why the UPU, now more than ever, is akey organization."

Rhéal LeBlanc

140 Jahre Weltpostverein
140 ans de l'Union postale universelle
140 anni dell'Unione postale universale
140 years of Universal Postal Union
Union postale universelle
140 ans D'INNOVATION
CHF 2.90

Picture postcard
140th anniversary of the Universal Postal Union

Sales
Philately: from 9.10.2014 to 31.12.2015, while stocks last
Post offices: Not available

Validity
Unlimited from 9.10.2014

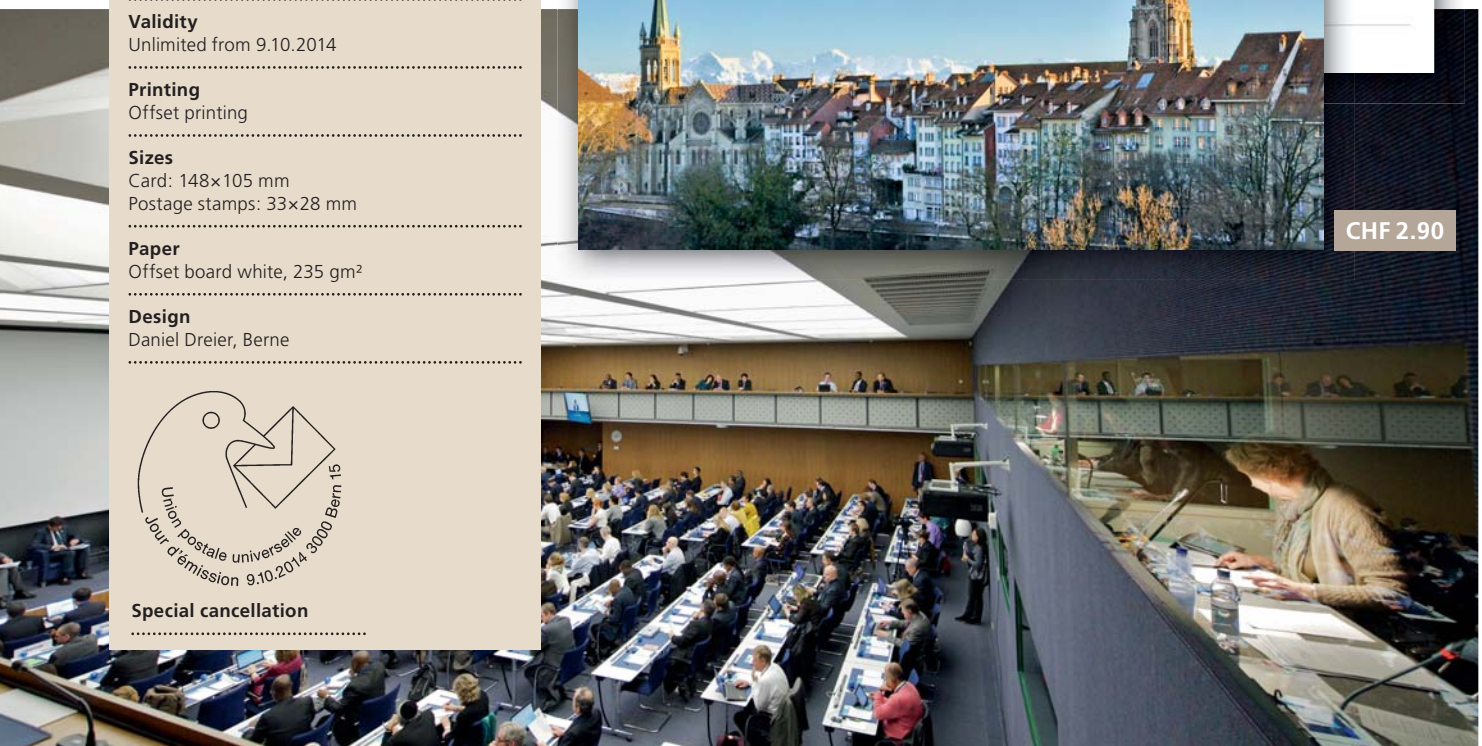
Printing
Offset printing

Sizes
Card: 148×105 mm
Postage stamps: 33×28 mm

Paper
Offset board white, 235 gm²

Design
Daniel Dreier, Berne

Special cancellation



International meeting at the International Bureau of the UPU.
Photo: UPU/M. Friederich

A special year-end offer

The idea that various European postal administrations should issue stamps with common themes and motifs each year dates back to the 1950s. The stamps were intended to symbolize common interests and goals of the participating countries.
Thanks to the lively exchange and contact with German-speaking neighbouring countries – Liechtenstein, Germany and Austria – and their postal administrations, we are able to offer a multilateral product again this year.

The attractively designed folder contains 13 stamps on the subject of Christmas. The product is only available in German.

CHF 18.–

Christmas market in Wienacht-Tobel

CHF 1.90

The traditional Christmas market in Wienacht will take place on the first Sunday in the Advent period (this year on 30 November), The hamlet of Tobel, a listed heritage site, provides the ideal backdrop for the 60 or so stallholders in the run-up to Christmas, where they can offer their – mostly hand-made – products for sale. These range from Advent wreaths through pottery to hand-made wooden toys. The village clubs provide refreshments, and children will also find plenty to amuse them. The various activities include pony rides, the fairytale tent or a ride on the carousel, making for an entertaining day out. What's more, Santa Claus will also be travelling on the special trains operated by the Rorschach-Heiden mountain railway.
Swiss Post will be presenting a commemorative stamp at the Christmas market, as it has done in previous years. The matching first-day cover comes from the Wienacht-Lutzenberg tourism office and is part of the Stamps and Philately range.

A bit of Stamp history

Printing is one of the most important inventions of all time. Johannes Gutenberg from Germany invented letterpress printing and moveable type (small blocks of wood featuring metal letters and punctuation marks). The individual characters were cast as mirror images and then placed together to form words, lines and pages. Then everything was coated with ink, loaded into the printing press and pressed on to paper. The characters could be rearranged and used again and again.

Gutenberg's inventions made it possible to print larger volumes more quickly and cheaply than ever before. Print soon became a part of everyday life and replaced handwriting.

Want to know more?

http://de.wikipedia.org/wiki/Handsatz#

© Wikipedia / Rotatebot

FRED&FUN

Emmental

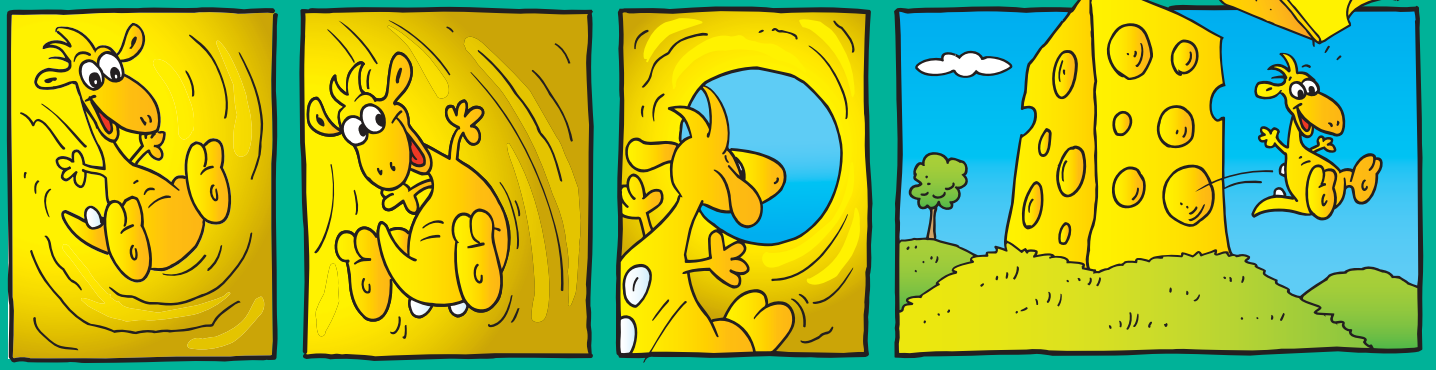
Emmental is a typical Swiss region known for producing Emmental cheese. Its beautiful old wooden houses shape the rolling landscape. A typical farm has a large house with an attached barn and a huge hipped roof that reaches a long way down (as shown on the stamps). The cellar is used to store fruit, vegetables and big wheels of cheese. There is also a granary (a small store-house) in which grains and dried meat are kept. The granary is a bit further away and often features pretty paintings. The farmhouse also includes a smaller home known as the "Stöckli". In days gone by, older farmers would move into this house when their children took over the farm.

Quiz

There are too many pieces here: Look carefully at each snippet. Two of them do not appear on the new Emmental stamp. But which ones?

You will find the solution on the last page.

Fred in Emmental



PIPILOTTI RIST

Pipilotti Rist's real name is **Elisabeth Charlotte Rist** and she was born in **Grabs** in the Canton of St. Gallen in **1962**.

She adopted her alias as a child because she was a fan of **Pippi Longstocking**.

She is famous around the world as a **video artist**.

© Wikipedia / Pere Pratdesaba

Every year, a famous person from Switzerland gets to design a stamp. This year it's Pipilotti Rist's turn. Her stamps are special, as they are quite tongue-in-cheek. We humans don't stick out our tongues very often, and when we do it's not usually a friendly sign. But stop! We use our tongues every day for many things, including talking, tasting food, eating ice cream and, of course, licking stamps. By the way, the sheetlet also depicts the four other senses: sight (eye), hearing (ear), touch (fingerprint) and smell (nose).

By the way:

Between 1955 and 1956, stamps with peppermint flavoured gumming were produced in Germany. The idea was to make licking stamps more pleasant. However, the experiment was soon abandoned.

What can our tongues distinguish?

Our tongues can differentiate between five types of taste: sweet, sour, salty, bitter and umami. Umami has only been known for a few years. It is the taste of glutamate, a substance found in many foods that makes us perceive a food as strong, e.g. parmesan cheese, soya sauce or stock. Different areas of the tongue are responsible for recognizing the five flavours.

PRO JUVENTUTE

The theme of the three new stamps is well-known winter traditions: baking biscuits, lantern processions and story-telling.

To colour in

Below you will see the "Story-telling" stamp in black and white. Colour in the storyteller and his assorted listeners as you wish. You can see what the stamp looks like in colour on page 16.

OFFER

Collection Booklet

Four times a year new stamps come out on over 20 topics. The most interesting subjects for children are explained and illustrated in the FRED&FUN collection booklet. It is available while stocks last from www.swisspost.ch (enter "Collection booklet" in the Search field) or by phone on: +41 (0)848 66 55 44.

FRED&FUN FREE OF CHARGE collector's book

Solution to page 1: 7, 11

How to obtain them
Each "Focus on stamps" stamp magazine comes with an order form. Your parents can use it to order the collection booklet and stamps. Alternatively they can phone +41 (0)848 66 55 44.
Or you can go to a philatelic salespoint in the Postshops in 4002 Basel, 3008 Berne, 1000 Lausanne, 6900 Lugano, 9001 St. Gallen or 8022 Zurich.

If you have any questions or would like to get in touch with Fred, send an e-mail to: fred@post.ch

Old traditions

People enjoy traditions, as it's nice to celebrate recurring occasions with others. There are various customs in Switzerland during the winter. These often feature light, as we yearn for warmth and light during this darker season. Halloween is a festival with pumpkin lanterns, the Advent wreath is a well-established way of celebrating the pre-Christmas period, and the Sternsinger ("star singers") bring light into the world on Epiphany in January.

What's your favourite tradition?

The newest stamp products

Order using the enclosed order form or at postshop.ch

140th anniversary of the Universal Postal Union

Postal stationery

First day of issue 9.10.2014

Picture postcard "140th anniversary of the Universal Postal Union", face value CHF 1.90 + 1.00 for the card
A000 841 ★
A000 846 ⊙ *CHF 2.90*

Christmas

CHF 0.85 Crib
CHF 1.00 Santa Claus
CHF 1.40 Advent wreath
CHF 1.90 Biscuits

Special stamps
White stamp paper, self-adhesive
Stamps also detachable from the front

First day of issue 13.11.2014

Set
A003 150 ★
A003 550 ⊙ *CHF 5.15*

Set of blocks of four
A003 160 ★
A003 560 ⊙ *CHF 20.60*

Sheet of 20 stamps

0.85 Crib
A003 111 ★
A003 511 ⊙
CHF 17.00

1.00 Santa Claus
A003 112 ★
A003 512 ⊙
CHF 20.00

1.40 Advent wreath
A003 113 ★
A003 513 ⊙
CHF 28.00

1.90 Biscuits
A003 114 ★
A003 514 ⊙
CHF 38.00

Half sheet of 10 stamps

1.90 Biscuits
A003 121 ★
A003 521 ⊙
CHF 19.00

Set on first day cover C6
A003 580 ⊙ only *CHF 6.05*

Single stamp on first day cover C6
(4 covers)
A003 600 ⊙ only *CHF 8.75*

Block of four on first day cover C6
(4 covers)
A003 630 ⊙ only *CHF 24.20*

Unstamped cover C6
available from 6.11.2014
A003 700
CHF 0.90

Key ★ = mint ⊙ = cancelled

Folder / collection sheet
A003 640 ★
A003 650 ⊙ *CHF 5.95*

Christmas cards with covers and stamps*
Set of four A6 double cards with the "Crib" motif, four C6 covers and four CHF 0.85 Christmas stamps with the "Crib" motif (not affixed)
A003 951 ★ only *CHF 9.20*

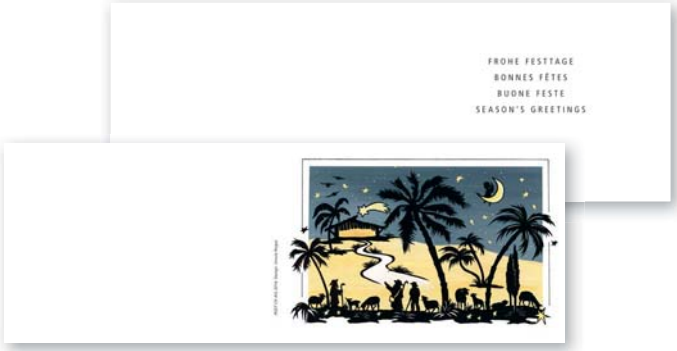
Christmas cards with covers and stamps*
Set of four A6 double cards with the "Santa Claus" motif, four C6 covers and four CHF 1.00 Christmas stamps with the "Santa Claus" motif (not affixed)
A003 952 ★ only *CHF 9.80*

* These articles are not delivered as part of a standing order.

Christmas special 2014 "Bethlehem"

Special cover "Bethlehem" C6
franked with the special stamp "Santa Claus" (CHF 1.00) and cancelled with the special cancellation "3027 Bern 27 Bethlehem 11–17 December 2014"
A007 141 ⊙ only *CHF 1.90*

Unstamped special cover C6
available from 6.11.2014
A007 142
CHF 0.90



Christmas card 2014
A6, four-page, printed greetings in four languages (available from 6.11.2014)
A007 143 *CHF 0.90*

The "Christmas special 2014 'Bethlehem'" articles are not delivered as part of a standing order.

Christmas market 2014 "Wienacht-Tobel"

Special cover C6
franked with the special stamp "Santa Claus" (CHF 1.00) and cancelled with the special cancellation "9045 Wienacht-Tobel 30.11.2014"
A015 991 ⊙ only *CHF 1.90*

Unstamped special cover C6
available from 6.11.2014
A015 700
CHF 0.90

The "Christmas market 'Wienacht-Tobel'" articles are not delivered as part of a standing order.

Christmas product "Liechtenstein/Germany/ Switzerland/Austria"

Multilateral Christmas set with 13 stamps
2014 issue by Liechtenstein, Germany, Switzerland and Austria.
Article available in German only.
A014 990 ★ only *CHF 18.00*

This product is not delivered as part of a standing order.

Pipilotti Rist

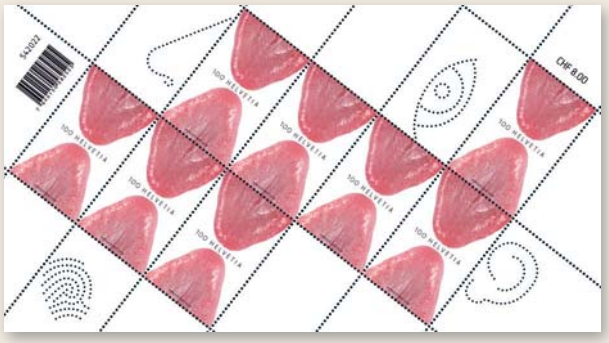
CHF 1.00

Special stamp
White stamp paper, mat gummed

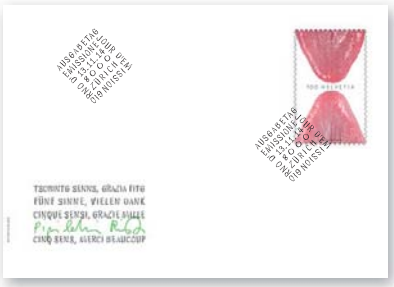
First day of issue 13.11.2014

Single stamp
A004 150 ★
A004 550 ⊙
CHF 1.00

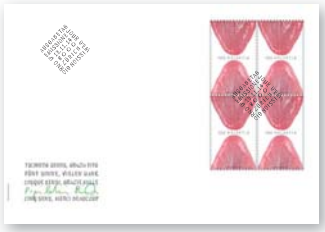
Block of four
A004 160 ★
A004 560 ⊙
CHF 4.00



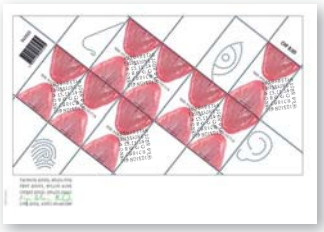
Sheetlet of 8 stamps
A004 311 ★
A004 351 ⊙ *CHF 8.00*



Single stamp on first day cover C6
A004 580 ⊙ only *CHF 1.90*



Block of four on first day cover E6
A004 630 ⊙ only *CHF 5.00*



Sheetlet on first day cover C5
A004 590 ⊙ only *CHF 9.20*

Unstamped covers C6
available from 6.11.2014

C6 (162×114 mm)
A004 700
CHF 0.90

E6 (200×140 mm)
A004 701
CHF 1.00

C5 (229×162 mm)
A004 702
CHF 1.20

Folder / collection sheet
A004 640 ★
A004 650 ⊙ *CHF 1.80*

Swiss Post's General Terms and Conditions of Business concerning the purchase of stamps and philatelic items form an integral part of individual orders and are tacitly accepted by each customer who sends an order.

These Terms and Conditions can be ordered by telephone (+41 [0]848 66 55 44) or by e-mail (stamps@post.ch). They are also available at www.swisspost.ch/agb/post-agb-phila.pdf

Publisher's details

"Focus on stamps" is a free magazine, published in English, German, French and Italian.

Published by
Post CH Ltd
Post Offices & Sales
Stamps & Philately
Viktoriastrasse 21
3030 Berne, Switzerland
■ Editorial office: focusstamps@swisspost.ch

Total print run
160 000 copies

Customer Service
■ Tel.: +41 (0)848 66 55 44
■ Fax: +41 (0)58 667 62 68
■ E-mail: stamps@swisspost.ch
■ Website: www.swisspost.ch
■ Shop: postshop.ch

"Focus on stamps" No. 4/2014
Copy deadline: 2.9.2014
Distribution: from 30.9.2014
Stamp issues: 9.10.2014 and 13.11.2014

Pro Juventute – Family rituals

CHF 1.25 (0.85+0.40) **Turnip lantern procession**
CHF 1.50 (1.00+0.50) **Telling stories**
CHF 1.50 (1.00+0.50) **Baking biscuits**

Special stamps with surcharge
White stamp paper, self-adhesive

First day of issue 13.11.2014

Set
A005 150 ★
A005 550 ⊙ *CHF 4.25*

Set of blocks of four
A005 160 ★
A005 560 ⊙ *CHF 17.00*

Sheet of 10 stamps

1.25 Turnip lantern procession
A005 111 ★
A005 511 ⊙
CHF 12.50

1.50 Telling stories
A005 112 ★
A005 512 ⊙
CHF 15.00

1.50 Baking biscuits
A005 113 ★
A005 513 ⊙
CHF 15.00

Set on first day cover C6
A005 580 ⊙ only *CHF 5.15*

Single stamp on first day cover C6
(3 covers)
A005 600 ⊙ only *CHF 6.95*

Block of four on first day cover C6
(3 covers)
A005 630 ⊙ only *CHF 19.70*

Unstamped cover C6
available
from 6.11.2014
A005 700
CHF 0.90

Folder / collection sheet
A005 640 ★
A005 650 ⊙ *CHF 5.05*

Stamp booklet
Four self-adhesive stamps (CHF 0.85+0.40) with the "Turnip lantern procession" motif and four self-adhesive stamps (CHF 1.00+0.50) with the "Telling stories" and "Baking biscuits" motifs (plus CHF 0.50 for producing the stamp booklet)
A005 300 ★
A005 800 ⊙ *CHF 17.50*

Key ★ = mint ⊙ = cancelled

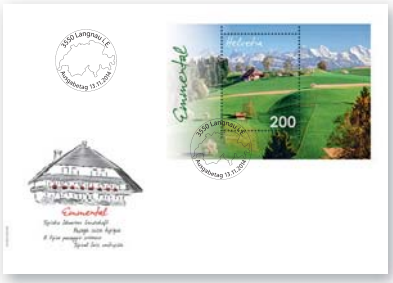
Emmental

CHF 2.00

Miniature sheet
White stamp paper, mat gummed

First day of issue 13.11.2014

Miniature sheet
A002 315 ★
A002 815 ⊙
CHF 2.00



Miniature sheet on first day cover E6
A002 580 ⊙ only *CHF 3.00*

Unstamped covers
available
from 6.11.2014

C6 (162×114 mm)
A002 700
CHF 0.90

E6 (200×140 mm)
A002 701
CHF 1.00

Folder / collection sheet
A002 640 ★
A002 650 ⊙ *CHF 2.80*

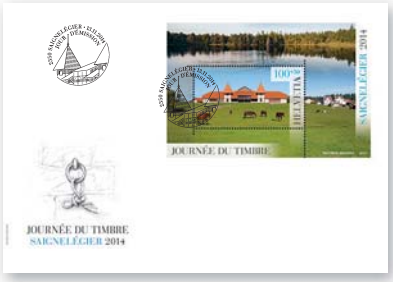
Stamp Day 2014

CHF 1.50 (1.00+0.50) **Saignelégier**

Miniature sheet
White stamp paper, mat gummed

First day of issue 13.11.2014

Miniature sheet
A006 315 ★
A006 815 ⊙
CHF 1.50



Miniature sheet on first day cover E6
A006 580 ⊙ only *CHF 2.50*

Unstamped covers
available
from 6.11.2014

C6 (162×114 mm)
A006 700
CHF 0.90

E6 (200×140 mm)
A006 701
CHF 1.00

Folder / collection sheet
A006 640 ★
A006 650 ⊙ *CHF 2.30*

Key ★ = mint ⊙ = cancelled

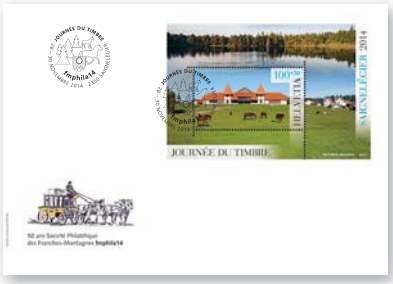
Stamp Day 2014

Postal stationery

First day of issue 13.11.2014

Picture postcard "Stamp Day 2014 Saignelégier",
face value CHF 1.50 (1.00+0.50) + 1.00 for the card
A006 841 ★
A006 846 ⊙ *CHF 2.50*

Official USPS product



Special cover E6 of the Union of Swiss Philatelists' Societies (USPS)
franked with the miniature sheet "Stamp Day 2014 Saignelégier" and cancelled with the special cancellation "2350 Saignelégier 28–30 November 2014"
A006 581 ⊙ only *CHF 4.00*

This article is not delivered as part of a standing order.

2015 stamp catalogues

Zumstein Switzerland/ Liechtenstein/ UN Geneva
German/French
1998 725
CHF 35.00

Swiss Stamp Dealers Association Switzerland/Liechtenstein/UN Geneva
German/French
1998 787
CHF 37.00

The stamp catalogues will be delivered in Switzerland and Liechtenstein only.

FRED & FUN

2014 collection booklet
(see page 29)
English
1965 904
free

Annual and special products

Set of single stamps, 4/2014 edition
The single stamp sets and the miniature sheets of the 4/2014 issue of 13.11.2014 are displayed on a free A5 backing card with a protective cellophane wrapping.
2001 150 ★
2001 550 ⊙
CHF 13.90

Set of first day covers, 4/2014 edition
The first day covers with set and miniature sheets of the 4/2014 issue of 13.11.2014 are combined in one free cover.
2001 580 ⊙ only
CHF 18.60

2014 year book of Swiss stamps
A008 830 ★
A008 831 ⊙ *CHF 66.00*

2014 year set
(Illustration
see page 23)
A009 320 ★
A009 820 ⊙
CHF 58.45

2014 year set of first day covers
(Illustration
see page 23)
A010 530 ⊙ only
CHF 80.25

Voucher for stamps and philatelic articles
871 399
CHF 15.00

Ideas for Christmas presents

Double cards, covers and stamps Christmas: CHF 9.80

2014 year book of Swiss stamps: CHF 66.–

Year Set 2014: CHF 58.45

Year Set of first-day covers 2014: CHF 80.25

Order our best Christmas presents quickly and conveniently. Call us on +41 (0)848 66 55 44 or contact us by e-mail at stamps@swisspost.ch.

SWISS POST

Yellow in motion.